

Creating
pharma
social
content
that

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You know your social campaigns need to be compliant. But within the constraints placed by your internal regulatory approval processes (and the FDA and FTC), how do you break through the clutter and get your pharmaceutical brand noticed?

Learn what patients are looking for,

**how to reach them and how to avoid looking like every
other healthcare social campaign. Keep reading and find
out how to engage the people you're trying to reach.**

Want to
**Stand
Out?**

Do something

different.

Learn what patients are looking for.



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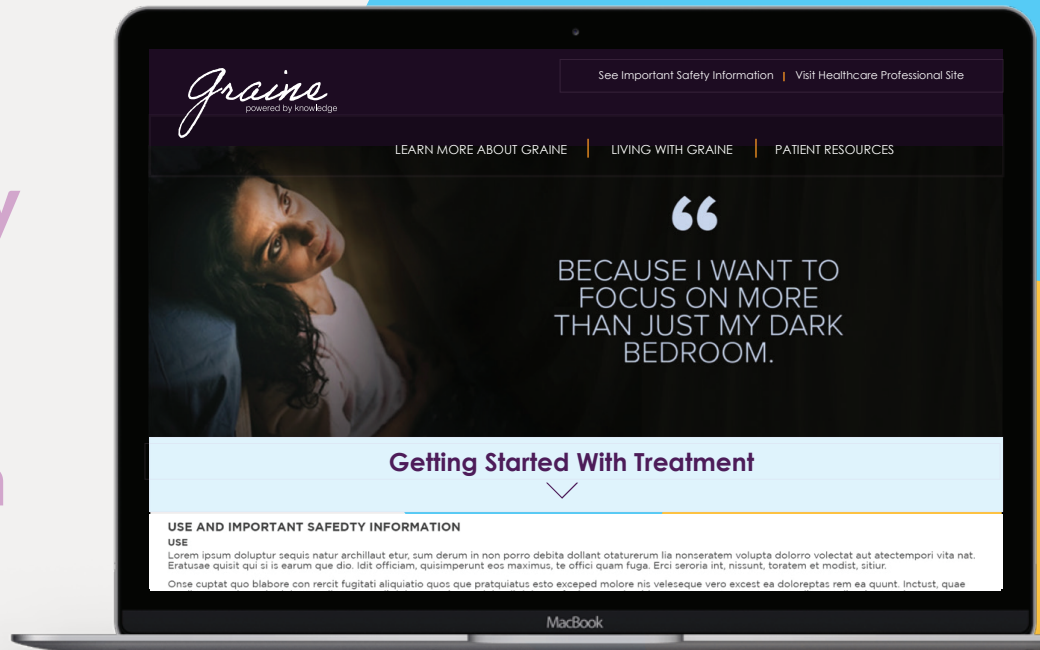
07.

You don't have to do this alone

What do patients expect? Understand me.

Patients, like all of us, want brands and companies to understand their challenges, the journey they're going through, and the nuances of their condition. And they want to see that reflected in the creative they see. Before you begin, invest in the time to do some social listening to find out the words and imagery that resonant with your audience – and reflect that understanding back in your campaigns.

Reflecting
Their Reality
+
Providing
Valuable
Information



Understanding in action.

How many migraine ads have you seen featuring people laughing or traveling? Obviously, that is the desired outcome for any drug in the migraine space but doesn't reflect what it's like to suffer through a migraine. Instead, this ad shows a patient in a dark bedroom, something many migraine sufferers can identify with – and then clearly provides valuable information on a treatment. This brand shows it understands what its audience is going through.

What do patients want?

Tell our story.

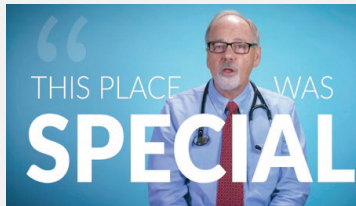
Stories told by real people are innately more compelling than scripts dramatized by actors. This kind of storytelling is an ideal way to connect with your audience and is a direct line to patients' desire to be heard and understood. Who understands them better than a fellow patient?

Speaking to your audience in a way that feels personal, authentic and genuine builds a shared bond and trust.

Virtual shoots, video cut-downs and visuals that tell a story meant for social



When I first walked into this hospital as a patient instead of a doctor, I knew why



this place was special



These people have compassion and love like you can't believe.



They truly wanted to help me through this journey with cancer



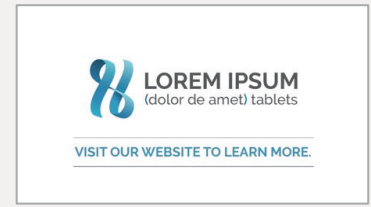
And I had a whole new appreciation for everyone on this team.



I saw how the relationships are key, and how together



It is true healing that occurs here.



In this example, the brand created a testimonial-style video of an oncologist who was diagnosed with cancer and became a patient himself. The story was dynamic and ideal for video – as well as deeply authentic and moving.

Considerations when using patient stories:

Document and make sure you have the right releases documented and maintained.

If you have had any influence over the content, including reviews, or provided any compensation, this must be disclosed.

What do patients respond to?

Engage me in new ways to capture my attention.

Patients want content that educates, enlightens, and sometimes even entertains – appropriately to the condition, of course. Pharmaceutical marketers shouldn't be afraid to show some personality to engage on a more human level with their audiences.

Entertain us!

In this example, while the target audience for the treatment was men. However, the brand knew the best way to reach them was through the women in their lives: they were the ones making doctor's appointments and encouraging their men to seek medical treatment. The brand used a humorous tone to spur action.

Quiz us!

LiveWorld has repeatedly seen that quizzes are some of the top-performing social content and a leading way to drive visits from social to the web.

Page Name @pagename • Date XX

Ladies, who knows about the connection of lorem ipsum to prostate cancer? Encourage men to talk a doctors & get the facts at bit.ly/xxxxxxx

PERMISSION TO NAG HIM, GRANTED.

LOREM IPSUM
(dolor de amet) tablets

USE AND IMPORTANT SAFETY INFORMATION

USE

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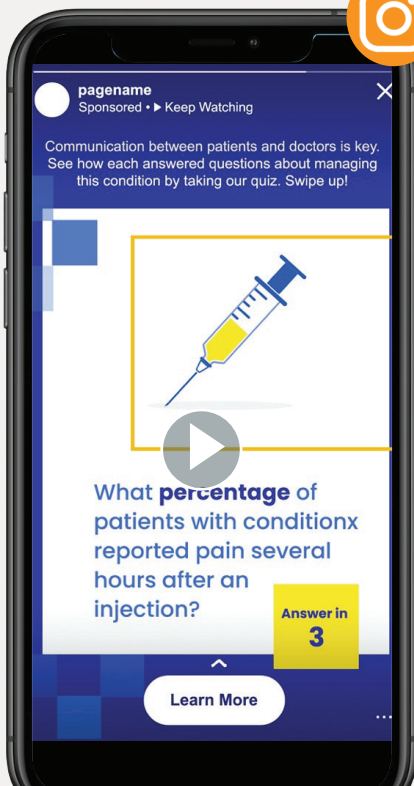


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Surprise us!

Who wants to do dirty dishes? Someone who has experienced a disease and now doing better, that's who. This campaign says something unexpected – and ultimately relevant - to break through the clutter and create engagement.

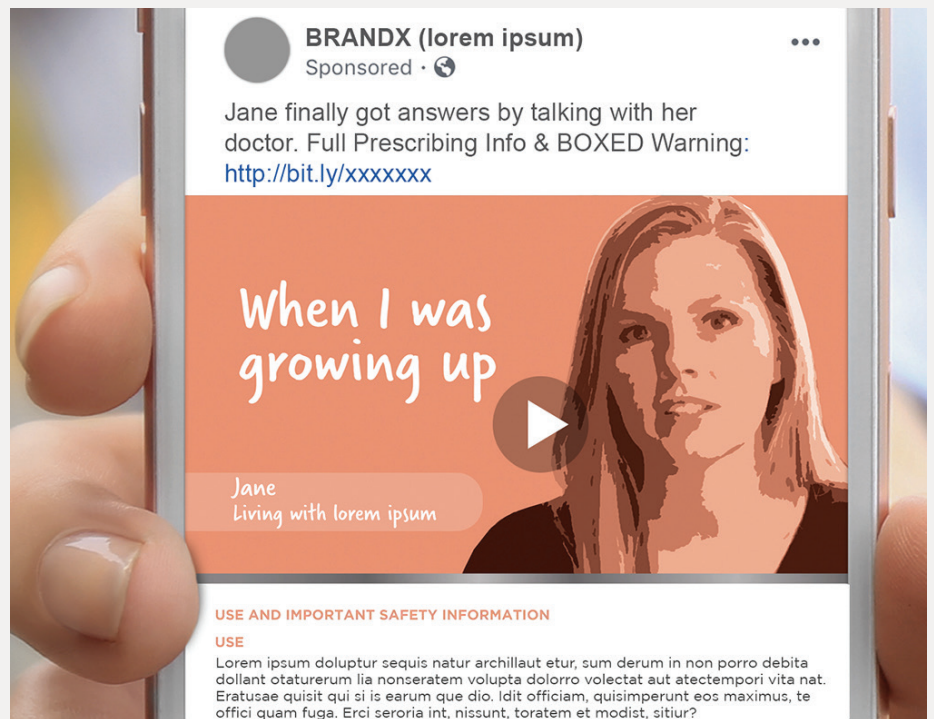


Getting a head start on your next campaign.

It's easy to get a head start on your next campaign. You can do a lot with the assets you have today – and the content has already passed through MedReg. Take a look at your long-form videos and other stories and re-imagine how they can be used. Then, re-invent and re-format. Look to create many smaller stories from a bigger one.

Reinventing in action.

This animated video was based on a longer video housed on the brand's website. Normally longform videos are cut down for social placement, but in this case, the brand opted for a animated infographic with a voiceover to highlight compelling quotes.



The power of short, front-loaded videos



Keep videos short: 15-30 second videos work best for most social platforms.



Lead with a strong brand message: A portion of your audience will drop after 5 seconds.



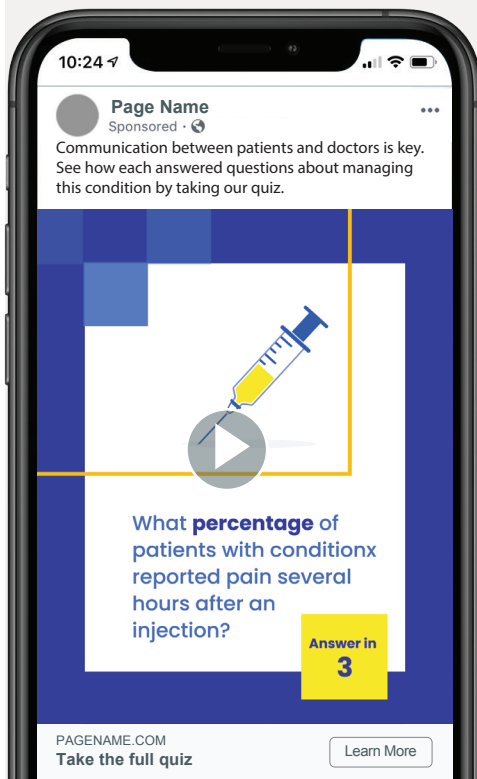
Add subtitles: Many people watch videos without sound.

Get the most from your CTA.

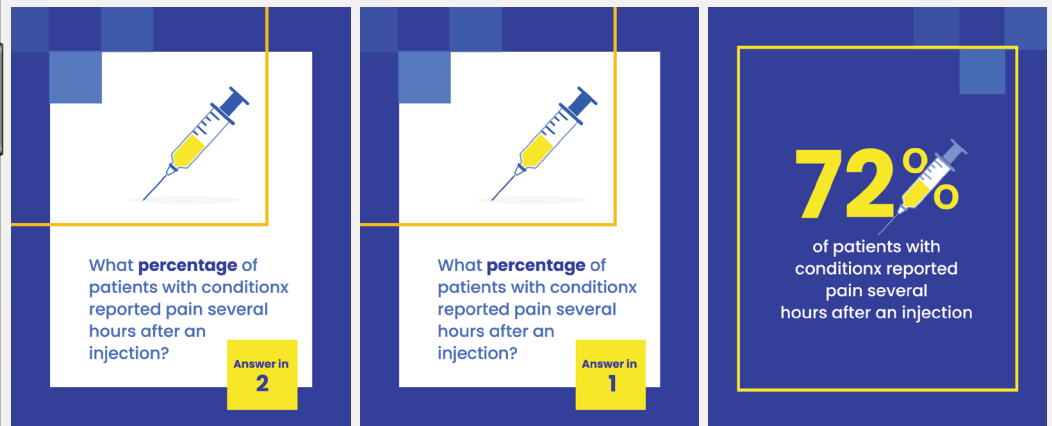
The CA is some of the most important real estate in your ad. It may sound obvious, but make sure yours is easy to see and understand.

Spur action.

The CTA here directs patients to Take the full quiz, a direct payoff of the questions in the video.



Appeal to our desire to learn & Share



Compliance Considerations.

Compliance and creative don't have to contradict each other. Keep these three things in mind to stay compliant when creating content:



Fair Balance.

Provide accurate and equal representation of the risks as well as the benefits of the drug. The risks and benefits must:

- Have equal content
- Have equal visual weight
- Appear connected



Prompting.

When interviewing real patients, you can ask about their experiences but you can't lead with the answer or invite only positive experiences.



Disclosure.

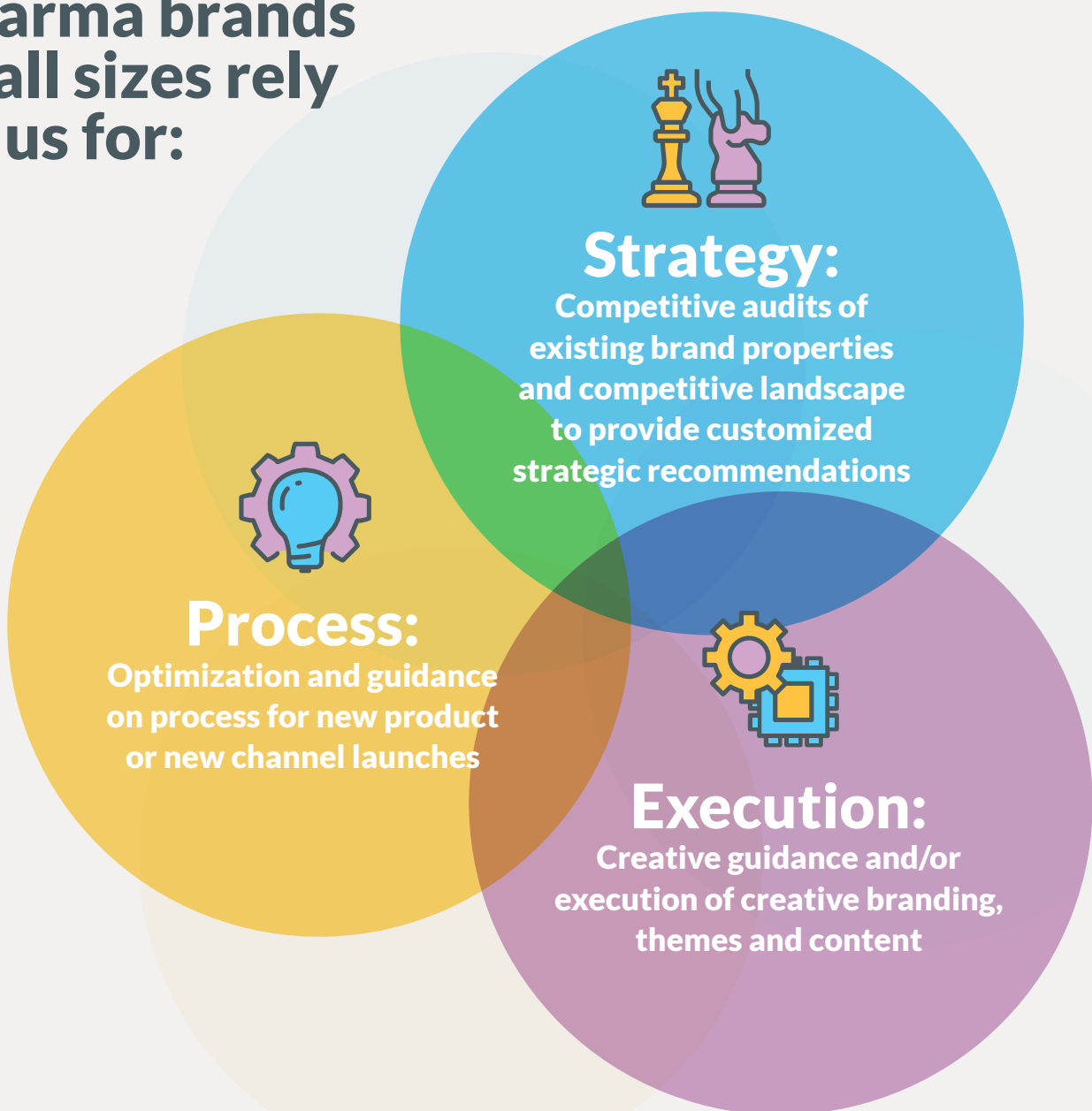
- Any user generated content and release forms need to be documented.
- Federal Trade Commission (FTC) requires disclosure of any influence or material relationship. Even compensation as simple as a t-shirt needs to be disclosed.

You don't have to do this alone!

At LiveWorld, we're experts at getting pharma brands noticed, with social strategies and creative that are both highly effective and completely compliant with both channel rules and government regulations.

As a pure-play digital and social marketing agency, we empower companies to create and scale online dialogues with patients, HCPs and other stakeholders in web, social media, and messaging apps - driving stronger connections and deeper relationships.

Pharma brands of all sizes rely on us for:



About LiveWorld

LiveWorld provides a full range of agency services and software that help pharma brands build and operate effective, compliant social media and digital programs that deliver desired behavior changes and positively impact business goals. We help our clients create emotional connections with customers resulting in action, sales and advocacy.



Contact us today for a capabilities presentation.

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